



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
564941 /	07893607
<u>Product</u>	
OBAMA/P/D SKED A	
<u>Contract Dates</u>	<u>Estimate #</u>
08/28/12 - 09/03/12	//1522
<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	08/21/12 / 08/21/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EDC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WTKR	Jamla Andrus
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8020	
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
E 1 3		08/28/12	09/02/12	Let's Make A Deal 9am	9-10am		:30			NM	5 \$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/27/12	09/02/12	-TWTF--				5	\$270.00		
D 2 3		09/03/12	09/03/12	Let's Make A Deal 9am	9-10am		:30			NM	0 \$0.00
E 3 3		08/28/12	09/02/12	Price Is Right	11am-12n		:30			NM	7 \$2,905.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/27/12	09/02/12	-TWTF--				7	\$415.00		
D 4 3		09/03/12	09/03/12	Price Is Right	11am-12n		:30			NM	0 \$0.00
5 3		09/03/12	09/03/12	Newschannel 3 News	12n-1230pm		:30			NM	1 \$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 09/03/12	09/09/12	M-----				1	\$295.00		
6 3		08/28/12	08/31/12	Newschannel 3 News	12n-1230pm		:30			NM	4 \$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/27/12	09/02/12	-TWTF--				4	\$295.00		
E 7 3		08/28/12	08/31/12	CBS Daytime	1228-3pm		:30			NM	5 \$1,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/27/12	09/02/12	-TWTF--				5	\$295.00		
D 8 3		09/03/12	09/03/12	CBS Daytime	1228-3pm		:30			NM	0 \$0.00
D 9 3		09/03/12	09/03/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0 \$0.00
E 10 3		08/28/12	08/31/12	Ellen Degeneres 3pm	3-4pm		:30			NM	10 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/27/12	09/02/12	-TWTF--				10	\$200.00		
11 3		08/28/12	08/31/12	NewsChannel 3 News	5-6am		:30			NM	4 \$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/27/12	09/02/12	-TWTF--				4	\$120.00		
12 3		09/03/12	09/03/12	NewsChannel 3 News	5-6am		:30			NM	1 \$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 09/03/12	09/09/12	M-----				1	\$120.00		
13 3		09/03/12	09/03/12	Newschannel 3 News	6-7am		:30			NM	1 \$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 09/03/12	09/09/12	M-----				1	\$185.00		
14 3		08/28/12	08/31/12	Newschannel 3 News	6-7am		:30			NM	7 \$1,295.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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564941 /	07893607
<u>Contract Dates</u>	<u>Product</u>
08/28/12 - 09/03/12	OBAMA/P/D SKED A
<u>Advertiser</u>	<u>Estimate #</u>
Obama/D/President	II1522
<u>Original Date / Revision</u>	
08/21/12 / 08/21/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				7	\$185.00			
15	3	08/28/12	08/31/12	CBS This Morning	7-9a		:30			NM	9	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				9	\$140.00			
16	3	09/03/12	09/03/12	CBS This Morning	7-9a		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	M-----				1	\$140.00			
D	17	3	09/01/12	09/01/12	Early Show Saturday	9-11am		:30		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-----S				1	\$280.00			
19	3	09/02/12	09/02/12	Face the Nation	1030-11em		:30			NM	1	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-----S				1	\$345.00			
E	20	3	08/28/12	09/02/12	NewsCh 3 News First @ 4p	358-5pm		:30		NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				6	\$200.00			
D	21	3	09/03/12	09/03/12	NewsCh 3 News First @ 4p	358-5pm		:30		NM	0	\$0.00
D	22	3	09/03/12	09/03/12	Newschannel 3 News	5-530pm		:30		NM	0	\$0.00
E	23	3	08/28/12	09/02/12	Newschannel 3 News	5-530pm		:30		NM	5	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				5	\$330.00			
E	24	3	08/28/12	09/02/12	Newschannel 3 News	530-6pm		:30		NM	5	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				5	\$310.00			
D	25	3	09/03/12	09/03/12	Newschannel 3 News	530-6pm		:30		NM	0	\$0.00
26	3	09/03/12	09/03/12	Newschannel 3 News	6-630pm		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	M-----				1	\$485.00			
27	3	08/28/12	09/02/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				4	\$485.00			
28	3	09/01/12	09/01/12	Newschannel 3 News	6-630pm		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-----S-				1	\$120.00			
29	3	09/02/12	09/02/12	Newschannel 3 News	630-7pm		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-----S				1	\$140.00			
30	3	08/28/12	08/31/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				4	\$165.00			
31	3	09/03/12	09/03/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	M-----				1	\$165.00			
32	3	09/03/12	09/03/12	Late News (M-F)	11-1135p		:30			NM	1	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	M-----				1	\$540.00			
33	3	08/28/12	08/31/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----S				4	\$2,160.00			

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08/28/12 - 09/03/12	OBAMA/P/D SKED A	111522

Advertiser	Original Date / Revision
Obama/D/President	08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-TWTF--				4	\$540.00			
34 3	09/01/12	09/02/12		Late News (Sa-Su)	11-1135p		:30			NM	2	\$730.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-----SS				2	\$365.00			
35 3	09/01/12	09/01/12		730-8pm	730-8pm		:30			NM	1	\$95.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S-				1	\$95.00			
36 3	08/28/12	08/28/12		NCIS	8-9pm		:30			NM	2	\$2,940.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-T-----				2	\$1,470.00			
37 3	08/28/12	08/28/12		Tuesday Prime	10-11pm		:30			NM	2	\$1,960.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-T-----				2	\$980.00			
38 3	08/29/12	08/29/12		Wednesday Prime	10-11pm		:30			NM	0	\$0.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	---T---				1	\$1,275.00			
40 3	08/31/12	08/31/12		Friday Prime	10-11pm		:30			NM	2	\$1,960.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	----F--				2	\$980.00			
41 3	09/01/12	09/01/12		Saturday Prime	8-9pm		:30			NM	2	\$790.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S-				2	\$395.00			
42 3	09/01/12	09/01/12		Saturday Prime	9-10pm		:30			NM	2	\$790.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S-				2	\$395.00			
43 3	09/01/12	09/01/12		Saturday Prime	10-11pm		:30			NM	2	\$1,180.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S-				2	\$590.00			
44 3	09/02/12	09/02/12		Sunday Prime	7-8pm		:30			NM	1	\$1,275.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S				1	\$1,275.00			
45 3	08/28/12	08/28/12		Tuesday Prime	9-10pm		:30			NM	2	\$2,550.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-T-----				2	\$1,275.00			
46 3	08/28/12	08/28/12		NCIS	8-9pm		:30			NM	1	\$1,470.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	-T-----				1	\$1,470.00			
47 3	09/01/12	09/02/12		Late News (Sa-Su)	11-1135p		:30			NM	1	\$365.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/27/12		08/27/12	09/02/12	----SS				1	\$365.00			

Totals 111 \$41,300.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/03/12	111	\$41,300.00	\$35,105.00
<b>Totals</b>	<b>111</b>	<b>\$41,300.00</b>	<b>\$35,105.00</b>

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